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S. C. State Library Board

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S. C. STATE LIBRARY

NEWS FOR PUBLIC LIBRARIANS

JUL 13 1991

STATE DOCUMENT

LIBRARY SERVICES ACT APPROPRIATION

The President's budget again recommends only \$3,000,000 for the operation of the Library Services Act for the fiscal year which begins July 1, 1958. Last year the President recommended \$3,000,000, but this was increased to \$5,000,000 by Congress. This year every effort must be made to have the full appropriation, \$7,500,000, appropriated for the Library Services Act so that programs now underway can be continued and new ones begun.

Librarians, trustees and others interested should let their Representatives and Senators know the importance of continuing the programs at least at the present level, and at the same time call their attention to the need of the full \$7,500,000 authorized in the Act. It should be pointed out that the public library has an important role to play in education and that support should be increased at this time.

NATIONAL LIBRARY WEEK - MARCH 16-22, 1958

Mrs. Girdler B. Fitch, Chairman of the South Carolina National Library Week Committee, has announced the acceptance of ten people who will serve as chairmen of local citizens committees. Those who have accepted are: Mrs. Ben P. Davies, Jr., Barnwell; Mrs. J. C. Dowling, Gaffney; Mrs. John Rowe, Walterboro; Mr. James A. Rogers, Florence; Mrs. W. P. Barton, 208 McIver Street, Greenville; Dr. Margaret Woodhouse, Conway; Mrs. Sarah M. Norton, Walhalla; Mrs. James Ripley Jacobs, Easley; and Mr. J. G. McCracken, Spartanburg.

Mrs. Fitch has written librarians in counties from which she has had no acceptance, requesting that a person be appointed.

PROMOTION AIDS FOR NATIONAL LIBRARY WEEK

A free descriptive folder listing promotion aids and containing an order form is now available from National Library Week, 24 West 40th Street, New York 18. The aids will be available at cost, unless otherwise noted, in January. Among the aids planned are a 4-color poster, 17" x 22", also available with an easel back (8" x 10") for counter displays; a colored streamer, 22-1/2" x 6", utilizing the eagle emblem; 2-color book marks 2" x 7" with the emblem; direct mail suggestions (free); advertising mats for local merchants; 2-color table tents 2" x 5"; window display suggestions for local stores, banks, etc. (free); a list of promotion suggestions (free) as described in the Organization Handbook; radio and television spot announcements (free). Write today for this free brochure, which will include price details for those items that are not free.

Eagle (cut of official emblem). Official emblem of National Library Week will be used by many newspapers and national magazines. It's available for use by libraries, bookstores, and committees.

SOME NOTES AND SUGGESTIONS FOR NATIONAL LIBRARY WEEK

National Library Week can have just as much meaning in a small city or town as in a large one. The public library with a small staff of even one or two librarians can take part in the activities of the Week and, most important, can put it to work to create a climate of community interest in the library and greater enthusiasm for reading of all kinds.

Through the efforts of the American Library Association, the National Book Committee and the Steering Committee for National Library Week there will be a substantial amount of national publicity during February and March through big circulation magazines, newspaper syndicates, radio and television networks. This publicity will reach your community, but it will only have its greatest effect if you make an effort to relate it to your own library and your own community.

Here are a few suggestions compiled with the help of librarians with experience in your kind of community. In so far as possible, put leading citizens of the community to work in planning these Library Week activities to make contacts and follow through on plans. The most important objective of Library Week is the development of new community support for your library and a climate of greater interest in reading.

1. Get a local committee appointed if you have to appoint it yourself. Have it representative of the entire population. Consider and contact organizations listed in News for Public Librarians, December 1, 1957.

2. Arrange for a proclamation by the mayor.

3. Limit plans to what you can expect to carry out successfully.

4. Rely heavily on common sense.

5. Have a committee member, a library trustee, or other interested person, talk to each club about NLW. Even if the librarian has to write a speech to be used by these speakers, it will be more effective if made by a non-library person.

6. Ask Home Demonstration Agents to mention NLW to Home Demonstration clubs in the month preceding the Week.

7. Ask the newspaper editor to publish an editorial about NLW - - and help him write it, if necessary.

8. If your county farm agent, and others have regular radio programs, ask them to mention NLW and to comment on the value of the library to the rural population.

9. Write spot announcements for radio station to use. All radio stations have to give time to public service and are usually glad to cooperate with projects like this one.

10. If you are about to inaugurate a new service, or open a branch, etc., connect this with NLW.

11. Plan a reception in the library to be sponsored by the garden club, or some other organization, and invite the local literary celebrities to be honor guests.

12. Arrange exhibits in the library and anywhere else possible.

13. Use postage meter publicity. Ask the gas and electric company, the telephone company, the banks, and any other business whose mail reaches a large part of the population, to use a NLW advertisement on metered mail.

14. Compile and distribute bookmarks and booklists. A reading list of books on rockets, jets and satellites for all ages might be especially suitable.

15. Ask department stores to put a NLW bookmark (or leaflet) in each package as it is wrapped.

16. Ask schools to recognize NLW.

17. In your publicity:

a. Capitalize on the current sputnik-education crisis. Point out the library's role in improved education.

b. Emphasize to businessmen the economic results to be expected from a better informed citizenry and the library's part in this. Ask JC's and the Chamber of Commerce to help with this.

c. Use children's and young people's groups in your publicity but aim at obtaining adult use and support of the library.

18. Follow up NLW by organizing a Friends of the Library Society.

TEACHERS TIE IN - The National Education Association has given its "warm support" to National Library Week; will send news bulletins to all state education journals, provide classroom observance ideas.

SERVICES SALUTE NLW - Overseas post libraries will mark NLW all over the world; the Air Force in Germany, the Army libraries in Korea, and Europe, with a special January conference for heads of the 194 Germany-France post libraries.

SEARS' SUPPORT - Sears Roebuck, cooperating fully with NLW, is featuring a

2-page spread in its Spring catalog (8,000,000 circ.), advising local managers to serve on committees where possible, and is suggesting stores support NLW with promotion during March.

PROCLAMATION NEEDED

To give impetus to National Library Week by means of a Presidential Proclamation, a resolution designating the week of March 16-22, 1958, as National Library Week has been introduced in both House and Senate. House Concurrent Resolution 226, introduced by Robert Ashmore of South Carolina has been referred to Subcommittee No. 4 of the House Judiciary Committee, of which Representative Ashmore is a member. Letters urging prompt and favorable consideration are needed within the next two weeks to Mr. Ashmore.

NOTABLE BOOKS OF 1957

Among the events leading up to National Library Week will be the release on March 1 of "Notable Books of 1957", prepared by the Notable Books Council of the Public Libraries Division, A.L.A.

Librarians planning to use the list as a basis for a display during National Library Week may secure a copy in advance of the release date by writing, after February 15, to the Public Libraries Division, 50 East Huron Street, Chicago 11, Illinois.

NEW CONSULTANT FOR STATE LIBRARY BOARD

Charles A. Stevenson will join the staff of the State Library Board on March 1st. Mr. Stevenson was formerly reference librarian, McKissick Library, University of South Carolina, but has been employed more recently in New York at the Queens Borough Public Library and at Queens College. He is a native South Carolinian, a graduate of Birmingham Southern College, and has a M. A. in Library Science from Florida State University.

MRS. ADAMS CHANGES POSITIONS

Mrs. Georgie Adams has resigned as librarian of the Orangeburg County Free Library effective March 1st to become librarian of the Berkeley County Library, Moncks Corner.

AIKEN-BARNWELL MEETING

A joint meeting of the Aiken and Barnwell County Library Boards was held at the Barnwell County Library on January 3rd to discuss the possibilities of forming a regional library. Both boards had previously voted favorably on forming a region provided details could be worked out satisfactorily. Their object is to become one of the demonstrations

of regional service under the Federal-State program and to possibly offer to extend the regional service to one or more neighboring counties to form an area large enough to more adequately support good library service. The boards outlined steps necessary to proceed with the plans. The first objective is a contract.

FORT MILL PTA MEETING

The Fort Mill PTA held a meeting on Monday evening, January 13th in the interest of securing public library service for the town and of strengthening service in York County. The film Books For All was shown and Miss Estellene P. Walker discussed the functioning of an integrated county system and its advantages to the entire population of a county. Since three separate public library systems are operating in York County, it could qualify under the Federal-State program for a demonstration of a unified county library system provided they decide to cooperate.

CHARLESTON BUILDING PLANS

Razing of the west wing of the Old Citadel on King Street was started on January 14th and is supposed to be completed within 180 days. The new headquarters building for the Charleston County Free Library will be built on the site, financed with a \$750,000 bond issue approved by county voters.

AIKEN BOOKMOBILE

The Aiken County Public Library has a new \$7000 walk-in Gerstenslager bookmobile in operation. It is light green and cream and carries approximately 1500 books. Funds for purchase were allocated by the County Delegation.

NEWBERY-CALDECOTT AWARDS

The winners of the Newbery - Caldecott Awards will be announced on Monday, March 31, 1958 at the New York office of Mr. Frederic G. Melcher, President of the R. R. Bowker Company and donor of the award medals. The recipients of these awards will receive the medals at a banquet to be held on Tuesday, July 15, 1958 at San Francisco during the annual conference of the American Library Association.

The John Newbery Medal has been awarded annually since 1922 by the Children's Library Association for "the most distinguished contribution to American literature for children written during the last year".

The Caldecott Medal has been awarded annually since 1938 by the Children's Library Association for "the most distinguished American picture book for children" published in the past year.

PROFESSIONAL ASSOCIATION DUES

South Carolina Library Association dues are \$2.00 per year and checks should be made payable to the Association and sent to Mrs. Marguerite G. Thompson, SCLA Treasurer, Colleton County Library, Walterboro, South Carolina. A subscription to the South Carolina Librarian is included in membership dues.

Southeastern Library Association annual dues are \$2.00 for individuals who are members of a state library association or of the American Library Association, and \$3.00 for individuals who are not members of either. Checks should be made payable to the Association and mailed to Mrs. William A. Bugg, Executive Secretary at the Georgia Institute of Technology, Atlanta, Georgia. A subscription to the Southeastern Librarian is included in membership dues.

Personal membership in the American Library Association is based on salary and ranges from \$6.00 to \$20.00. Institutional membership is based on library income and also beings at \$6.00. The ALA Bulletin and Proceedings are sent to all members. Write the ALA at 50 East Huron Street, Chicago 11, Illinois for blanks.

ALA BULLETIN NEEDS PHOTOGRAPHS

The ALA Bulletin Office has requested help in securing photographs of libraries and their activities for use in the ALA Bulletin. Photographs for use on the covers of the magazine, as special features, and as illustrations for articles are needed. They should be at least 5 x 7 inches in size, preferably glossy prints, and should be fully captioned. Credit will be given the photographer when requested and picture stories will carry author credit as well.

Photographs may be sent to the State Library Board or given to any member of its staff, or they may be sent to the ALA Bulletin Office.

FILM STRIP ON LIBRARY STANDARDS

If your library board members do not have time to visit other libraries, why not bring another library to visit them? The State Library Board has available for loan several films on modern library service which your board would find interesting. Among these is the new ALA 35 millimeter film strip on standards of public library service, "Your Public Library, Island or Peninsula", together with a long playing record and the script. Why not borrow this or one of the other films for your next board meeting?

LIBRARY MATERIALS

As a public service, the Liaison Office of the White House Disarmament Staff has prepared a set of 20 full-color posters which set forth the present position of the U. S. Government on the vital problem of disarmament. A limited number of sets, if desired for use in libraries, are available upon written request to William J. Gehron, Liaison Office, Disarmament Staff, The White House, Washington, D. C.

A 12-page pamphlet, The Handling, Repair and Storage of 16 mm and 8 mm Films is available without charge through the Sales Service Division, Eastman Kodak Company, Rochester 4, New York. Sections cover possible causes of damage to films and suggestions for inspection, repair and storage and instructions on how to extend the useful life of movie films.

Library Journal 1-1-58

Survey of library service for the blind, 1956, by Francis R. St. John is available free of charge from the American Foundation for the Blind, 15 West 16th Street, New York 11, New York.

The booklists listed below are available from the Director, Science Library Program, American Association for the Advancement of Science, 1515 Massachusetts Avenue, N. W., Washington 5, D. C. Do not send stamps.

An Inexpensive Science Library; a selected list of paperbound science books, 1957, 10 cents.

Books of the Traveling High School Science Library, 3d ed., 1957, 25 cents.

BOOK SELECTION POLICY FOR THE S. C. STATE LIBRARY BOARD'S
REFERENCE AND INTERLIBRARY LOAN COLLECTION

1. It is the objective of the State Library Board to build an extensive collection of books and materials for the use of public libraries in this state. Since the primary purpose of the collection is to serve as a source of information and reference, every effort is being made to purchase materials of current usefulness and lasting value. To that end all available aids will be consulted for criticism and evaluation before purchase.
2. Only one copy of a given title will be purchased.
3. Adult non-fiction will compose the larger part of the reference and inter-library loan collection.
4. Only that fiction considered to be of lasting literary significance or of special South Carolina interest will be purchased. Libraries should provide from their own funds current fiction needed to satisfy popular demand.
5. A limited collection of outstanding books for children and young people will be maintained.
6. Textbooks as such will not be included in the reference and interlibrary loan collection. They will be purchased only when they represent the best available factual presentation of the subject.
7. The State Library Board does not take sides in controversial issues, but as far as possible will provide information on both sides of such issues.

STATE LIBRARY BOARD SERVICES TO LOCAL LIBRARIES

(Available free upon request by local librarians
or members of local Boards of Trustees)

Interlibrary book loans

Special reference service

16mm film loans on library service subjects

Professional librarians placement bureau

Reading lists on various subjects

Manual on library procedures and techniques

Professional library literature

Traveling children's book exhibits

Personal assistance with local library problems

ADULT EDUCATION

Have you noticed how many articles on adult education are appearing in popular magazines? One of the best, "Adult Education," by T. F. James, appeared in the September, 1957 issue of Cosmopolitan, and has been made available as a reprint. The ALA Adult Services Division Office can supply single copies. For quantities, apply directly to the Fund for Adult Education, 320 Westchester Avenue, White Plains, New York.

Many of the articles and other materials developed by the ALA Library-Community Project and the ALA Office for Adult Education are also available for distribution, either singly or in quantity. Address the ALA Adult Services Division Office for its checklist of materials.

DATES TO REMEMBER

January 26 - February 1

American Library Association, Midwinter Meeting,
Chicago, Edgewater Beach Hotel

February 23 - 28

Workshop on Library Services for Young People
at Louisiana State University Library School,
Baton Rouge, Louisiana

March 16 - 22

National Library Week

July 13 - 19

American Library Association Annual Conference,
San Francisco, California